

**South West Museum Development Programme
Small Grant: Big Improvement 2015/16 Application Form**

Please see our small grant homepage for [example applications](#) from previous successful applicants

Please note that prior to completing this application you **MUST** have discussed your proposed project with your [Museum Development Officer](#). This should be done before 16 April 2015, at least two weeks before the application submission deadline Thursday 30 April 2015. If the project involves care of collections or conservation you must **ALSO** have discussed the proposal with the Conservation Development Officer [Helena Jaeschke](#) before 16 April 2015.

Applicant details (lead applicant if partnership application)

Museum Name:	Museum Address and Postcode:
The Holburne Museum	
Project contact name:	Project contact telephone number:
Project contact email:	Local Authority District or Unitary Area:
	Bath and North East Somerset

Partner museum/s details (if you are applying as a partnership project)

Museum Name/s:
Bath Preservation Trust and The American Museum in Bath
Address and Postcode:
Local Authority District or Unitary Area:
Somerset

SECTION ONE: What is the grant for? How will you use this money?

1. Please explain the nature of work to be undertaken and how it will support the delivery of the museum's Forward Plan. If this is a partnership project provide this information for each of the museums involved.

Please address the following points in your answer:

What is the project?

Who will be involved in the project?

What is the timescale and what key milestones will the project timetable include¹?

What will happen as a result of the project?

Why is this project a priority for your museum/ partnership?

Project name: Recollection - A heritage & health project for people with dementia and their carers

¹ Please note – you may be asked to provide an update at a relevant mid-point in your project based on the stated milestones.

In March and May 2014, the Holburne Museum piloted Re-collection, a project for people in the early stages of dementia and their carers, over a ten week period. The project was funded by the Medlock Charitable Trust and the V. Callis Charitable Trust and was a partnership between the Holburne Museum, Bath Artists' Studios and Avon & Wiltshire Mental Health Partnership (AWP). The sessions were available to a maximum of twelve people and participants were referred by AWP as part of their treatment plan. The pilot project was inspired by the British culture of tea-drinking and the loss of the ceremonial aspect of this tradition. Each week, participants arrived to find a large table beautifully set with damask cloths and vintage china in the Holburne's learning space. They went in to the galleries to explore the collections with the two project artists and a member of AWP. This was followed by a cup of tea, home-made scones and cakes. They then learnt or re-learnt different art skills and created objects in response to the collections at the Holburne. Carers took part in all of the activities and were encouraged to consider how they could continue the activities and talk about them when they returned home.

A celebration of the project was held in June 2014 and was attended by the participants and their families, members of relevant local health and community organisations and the Mayor. The participants' work was displayed in a small exhibition that ran for ten days. We also had the first public showing of a film of the project made by the Bath-based Therapeutic Media Company to be used to record the project and support future funding bids. This film can be viewed at www.youtube.com/watch?v=uSFA38pCncA

Participants were also presented with a memory book of photos to remind them of the experience – a wonderful tool for carers when engaging with someone with Dementia.

Participants are not labelled as 'patients' but individuals who have much to bring to the creative space and can be united in their creativity and not in their dementia. The sessions provide a place where the focus is not on things "forgotten". Instead it became a place where participants have access to the museum's collection and exhibitions inspiring them to engage with art making within a stimulating and functioning gallery setting. This provides a bridge for reminiscence, social inclusion, creating and maintaining positive relationships and regaining a sense of control and autonomy through the process of art making'. The Chair of the All Party Parliamentary Group on Dementia recently stated 'Art can make a difference for people with dementia – like a call to the brain, a connection, helping people come alive again'. Research recently published in the [*Canadian Journal of Neurological Sciences*](#), examines how Alzheimer's patients recall events through artwork. Studies focused on the cases of two women, both artists, suffering from types of Alzheimer's and dementia. In both cases, art assisted in boosting cognitive function in areas of the brain.

Arts and heritage can have a positive impact on people with dementia, as accessing the creative part of your brain overrides the stresses of memory loss, elevates mood, re-energises and restores a sense of personal identity and encourages a sense of value and personal achievement. People who may be struggling to communicate verbally can often still communicate visually and creatively. It can even unlock previously unknown skills including the ability to draw and paint. Art can stimulate conversation between people with dementia and their carers and provide an opportunity to meet people in the same situation.

Art therapy won't eliminate the illness, but it can stimulate the brain in a new direction. The creativity and happiness that art brings can make all the difference in the life of a loved one who's been progressively in decline.

From all this evidence, it was agreed by all partners that this project is important to our community, in particular for people living with dementia.

The Holburne would like to build on the pilot project and extend the model of good practice to our partner museums – The American Museum in Britain and Bath Preservation Trust – which will provide more venues for participants to enjoy but we must secure funding for the project to go

ahead in 2015 and extend into 2016. The museums are all committed to working in partnership with community groups representing diverse and new audiences of all ages and backgrounds. The Holburne is the lead organisation and we will access the collections at the other venues for the benefit of the participants.

We are seeking funding for a twelve-week project block - our timelines are outlined below:

July 2015:

- Partner Museums meet with AWP to plan project details
- Project artist and evaluator appointed

August 2015:

- AWP select clients for referral to the project
- Meetings with key museum staff, AWP, artist and evaluator
- Resources purchased
- Funding secured

September 2015:

- 4 afternoon workshops (1 per week) at Holburne Museum

October 2015:

- 4 afternoon workshops (1 per week) at American Museum

November 2015:

- 4 afternoon workshops (1 per week) at No.1 Royal Crescent
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December 2015

- Evaluation completed
- Project work exhibited at Holburne Museum

It is planned that participants will spend four weeks at each museum. The weekly sessions, will be run by an artist plus a psychotherapist. A student art therapist will also be involved. As with the pilot project, a common theme will link all of the sessions. Participants will explore relevant aspects of the museum collections and will create art in response. The work will be celebrated through small exhibitions at the museums involved.

This is a key project for the Holburne and our partner museums because it will use art to change people's lives. Living with Dementia is difficult, but through access to the arts, we can alleviate some of those difficulties through the provision of structured and enjoyable sessions in art at museums in Somerset.

2. Please explain how volunteers will be involved in this project.

Please address the following points in your answer:

How many volunteers do you anticipate will be involved the direct delivery of your project?

Please estimate the number of hours the above volunteers will contribute to the project delivery?

It is unlikely that volunteers will be used to support this project due to the delicate nature of the participants. Consistency is imperative to ensure that they are comfortable in their surroundings. The Holburne Learning Department as a whole use more than twenty volunteers on a regular basis who are well skilled in sharing their love of art with people of all ages.

3. Please explain which ONE of the five Arts Council England Goals this project will support. If the grant request is over £500 then it must address Goal 3.

Goal 1. Excellence is thriving and celebrated in museums

Goal 2. More people experience and are inspired by museums

Goal 3. Museums are sustainable, resilient and innovative

Goal 4. The leadership and workforce in museums are diverse and highly skilled

Goal 5. Every child and young person has the opportunity to experience the richness of museums

Goal 1 – The Holburne will share its findings in relation to this project with other museums and develop a model of delivery for the future. The partner Museums and AWP will share the learning and expertise gained with professional colleagues e.g. through written articles or talks

Goal 3 – Museums are sustainable, resilient and innovative is the most relevant. However, we do also address Goal 2 and 4. I will address Goal 3 first.

Sustainability – In order for this project to be sustainable, it needs to be delivered in a way that does not encroach on the core learning offerings of the organisations involved. Our aim is that it will become part of our yearly educational offerings. Through partnering together, we will be in a position to share the workload, and offer greater access to art over longer periods to people living with Dementia and their carers which is imperative for the participants. Financial sustainability will be addressed through the development of our educational endowment over the coming five years which will assist in generating the income required each year after that time.

Resilient – This project will have an impact on the participants and their ability to live life to the full. Dementia is a difficult road, especially for the carers and their families. If participation in Art can help them feel more resilient and strong, then the project is of great benefit. Partnering with the other museums will strengthen the programme and ensure its longevity.

Innovative – I believe that the Holburne was the first Museum in the South West to introduce Art to people with Dementia and their carers. Because of the success of the pilot project, we now wish to develop it further by engaging with our partner museums. This innovative project in our region has the capability to enable increased partnership with other museums and will provide a greater sense of community to the participants. If we are successful in securing the first £5,855, we will be in a position to deliver the first 12 week project block.

Goal 2- Through this project, we will connect with a group of individuals who would otherwise not be engaged with the museum at a time when addressing day to day activities is difficult. It will provide a diversion and creative opportunity to engage with each other, giving great benefit to all.

Goal 4 - The Holburne is a leader in our community in delivering projects of this kind, and is keen to be in a position to share with our partners for the benefit of the participants, their families and our partner museums.

This application is the first of several funding bids and we are aiming to secure funding over a three year period to ensure its sustainability. With support from the South Western Museum Development Programme of £4,392, we will have some leverage with further funding applications so that we can continue to deliver this project in 2016.

SECTION TWO: How will the grant funding support improvement?

4. How will your museum/museums improve as a result of this project?

The benefits are three fold:

Participants with dementia

- Learn new skills, for example painting, drawing, screen printing, ceramics to name a few
- Re-discover and share old skills (as above)
- Develop new relationships based on a wellness model which looks at health in an holistic way. (Health is not simply about whether we have disease or illness, our state of mind and how we interact in society is equally important and can have an effect on the physical or mental illness itself. The wellness model was developed through the World Health Organisation in 1984).
- Enjoy a shared experience and reduce stress and anxiety in individuals with dementia , contributing to the aims of the National Dementia Strategy (2009) - 'Living Well with Dementia'
- Experience an accepting and engaging environment in which Dementia is a non-issue
- Improve confidence and raise self-esteem
- Increase levels of concentration and help people with dementia manage their condition
- A safe environment for shared exploration, experimentation and making art
- Have a voice, feel listened to and affirm the value of life memories

Carers

- A forum that is non clinical where you can meet other people in the same situation
- Enjoy an activity that stimulates them as well as their loved one – something to share
- Increase confidence and self-esteem
- Help in engaging their loved ones in conversation
- Ideas for activities to continue together at home
- Confidence to visit other arts institutions with their loved ones

The Holburne Museum

This project will assist the Holburne and its partners to improve by enabling us to:

- Build on our partnerships within the local community
- Contribute to the health and wellbeing of the community and Bath's Dementia Friendly City Strategy
- Contribute to good working practices within arts, health and heritage
- Build on the expertise of our staff
- Build on our museum partnerships
- Deliver our objective to engage as wide an audience as possible with art and to inspire people of all backgrounds and abilities
- Continue our work as innovators in participation programmes with vulnerable people

5. How will you measure or demonstrate the above improvement?

The project will be evaluated through an independent report to study the impact on participants, - the artists, AWP and key Museum staff. The outcomes of this report will be used to inform the way forward. Improvement will be demonstrated by the following outcomes:

- Management and Trustees of all partner Museums commit to continuing this work
- AWP commit to the future of the partnership and build the work into the treatment plans of their clients
- More project blocks are planned and funding is achieved by demonstrating success through this project.
- The partner Museums and AWP are able to share the learning and expertise gained with professional colleagues e.g. through written articles or talks

6. What sections of your Forward Plan relate to this improvement based project?

Please send a copy of your Forward Plan with your application.

If applying as a partnership please state the relevant sections of the Forward Plans of all partners. Please send copies of the Forward Plans with your application.

(Holburne Museum Forward Plan) 3.7.5 Special Projects/ Community Engagement

Maintain a programme of sustained projects engaging with hard to reach groups. This has been scoped further now to include our Gardener's Lodge Art Group and Recollection for people with Dementia. A key aim of our learning department is 'to attract and work with new and hard to engage audiences' with one objective to offer projects for people with dementia and their carers.

(Bath Preservation Trust) 3.5 - To build on Bath Museums Partnership work, leading to a joint bid for a community engagement project(s). and 3.4– To develop a community engagement strategy that works across No. 1 Royal Crescent and other BPT museums.

(American Museum in Britain) Develop new audiences through community engagement work as part of ACE partnership project

SECTION THREE: Grant amount (Maximum £2,000 if individual applicant or £5,000 as a partnership of two or more museums)

7. Please provide a list of the specialist services/ materials / or equipment you need to purchase in order to deliver the project.

Please provide evidence of the costs/or attach quotations.

Attached is a detailed budget for the project. Costs were identified through the pilot in 2014.

8. Is the museum VAT-registered? (Lead partner if partnership application)

Please note: VAT-registered museums should show all costs and claims exclusive of VAT.

Those not registered for VAT should show all costs and claims inclusive of VAT.

Appropriate invoices (with VAT or without VAT as applicable) should be sent on completion.

YES

9. Project funding summary

VAT Inclusive
(Please delete as appropriate)

Total grant request

How much funding are you seeking from the Small Grant: Big Improvement scheme? (Maximum £2,000 if individual museum applicant or £5,000 as a partnership of two or more museums).

£3,945

Match funding

If the amount you are requesting is over £500 please state what other funding is contributing (minimum 25% of the SGBI grant award) to this financial cost?

£1,910 from other Trusts, Foundations and individuals

Please state YES/NO if the other funding source(s) are secured

No

If NO, by what date will the match funding be confirmed?

September 2015

What is the total financial cost of the project?

This should be your total grant request and any match funding.

£5,855

10. Grant payments can be made by cheque or BACS transfer. Please state your preference below:

BACS

For help and further information please contact:

For Conservation and Collection Care based projects please contact SW Conservation Development Officer Helena Jaeschke at Helena.jaeschke@exeter.gov.uk

Please note: It is a condition of grant that you discuss the project with your Museum Development Officer before you submit the application. Pre-assessment checks will be made to ensure applicants have discussed proposals with the Museum Development Officer.

Application submission:

Please submit completed application forms and other supporting documentation including your Forward Plan/s to Roz Bonnet, South West Museum Development Support Officer at Roz.bonnet@bristol.gov.uk

Alternatively, the postal address for all grant correspondence is Roz Bonnet, South West Museum Development, Bristol Museum & Art Gallery, Queen's Road, Clifton, Bristol BS8 1RL

Date: 7 November 2014